

Digital Specifications for e.Republic

governing.com and govtech.com



Banners

Sizes (pixels):	JPG, PNG, GIF, or third-party tags
640x480 "Big Box"	1 pixel grey border if background is white
970x250 "Billboard"	Link URL for each placement (max 250 characters)
300x250 "Rectangle"	50KB max file size
320x100 "Adhesion"	3 loops/30 seconds if animated
Sample Banner Relative Positioning and Sizes	Rich media ad creative must be third-party served

We can run multiple creatives at the same time should you wish to A/B test.

Newsletters

Company Name for "Presented by [Company Name]" text at top of email
Headline 1 (5-10 words), Summary 1 (10-15 words), CTA 1, Link URL for CTA 1
Headline 2 (5-10 words), Summary 2 (10-15 words), CTA 2, Link URL for CTA 2
[Sample Sponsored Newsletters](#)

Content Syndication/Asset Hosting

PDF of the asset you wish to use
Asset title (max 60 characters)
Short description of asset (max 200 characters)
Long description of asset (max 600 characters) (optional)
[Sample Asset Hosting \(Governing\)](#) | [Sample Asset Hosting \(Government Technology\)](#)

Topic Roadblocks

Exclusive banner Share of Voice within section
Sizes (pixels):
640x480 "Big Box" (v1)
640x480 "Big Box" (v2)
970x250 "Billboard"
300x250 "Rectangle" (v1)
300x250 "Rectangle" (v2)
320x100 "Adhesion"

Metrics Reports

Campaign metrics delivered monthly via shared Microsoft Excel (.xlsx) report
Please let us know the email distribution list for your metrics reports

Lead time for banners: 2 business days.

Lead time for newsletters: Thursday the week prior to schedule send.